

GENERAL SERVICES ADMINISTRATION

Federal Supply Service Authorized Federal Supply Schedule Price List

On line access to contract ordering information, terms and conditions, up to date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: GSAAAdvantage.gov.

Advertising & Integrated Marketing Solutions (AIMS)
FSC Class: 541
Contract Number: GS-23F-0009M
Contract Period: October 12, 2001 - October 11, 2016

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

PCI Communications, Inc.

3015 Colvin Street
Alexandria, VA 22314
703 823 1600
703 823 1694 fax
www.pcicom.com
rsprague@pcicom.com

Business Size: Small

Customer Information

1a. Special Item Numbers

541-2000 Other Direct Costs (Small Business Set-Aside)

541-4D Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)

541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)

1b. Lowest Priced Model Number/Unit Price

DVD/CD -ROM Duplication: Paper Sleeve \$0.11 each

1c. Hourly Rates

Please see Price List

2. Maximum Order: \$1,000,000.00.

3. Minimum Order: \$300.00.

4. Geographic coverage (delivery area): Worldwide.

5. Point of production: Alexandria, VA.

6. All prices are inclusive of IFF (0.75% current rate).

7. Quantity discounts: Contractor may offer volume discounts on large orders. Discount and terms may be negotiated on individual task orders.

8. Prompt payment terms. 30 days.

9a. Government purchase cards are accepted up to the micro-purchase threshold.

9b. Government purchase cards are not accepted above the micro-purchase threshold.

10. Foreign items: Not Applicable.

11a. Time of delivery: Negotiated on each task order.

11b. Expedited Delivery: Contact vendor.

11c. Overnight and 2 day delivery: Contact vendor.

11d. Urgent Requirements: Contact vendor.

12. F.O.B. point(s): Destination.

13a. Ordering address:

PCI Communications, Inc.

3015 Colvin Street

Alexandria, Virginia 22314

Attention: Robert Sprague

Phone: 703.823.1600

Fax: 703.823.1694

Email: rsprague@pcicom.com

13b. Ordering procedures: ordering procedures and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address.

EFT Payment is available upon request.

If EFT is not available, please send payment to the following:

PCI Communications, Inc.

3015 Colvin Street

Alexandria, Virginia 22314

15. Warranty Provision: Standard Commercial Practices Warranty

16. Exporting Packaging Charges: Not Applicable

17. Terms and conditions of Government purchase card acceptance: Not Applicable (see No. 9).

18. Terms and conditions of rental, maintenance, and repair: Not Applicable.

19. Terms and conditions of installation: Not Applicable.

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable.

20a. Terms and conditions for any other services: Not Applicable.

21. List of service and distribution points: Not Applicable.

22. List of participating dealers: Not Applicable.

23. Preventive maintenance: Not Applicable.

24a. Environmental Attributes: Recycling.

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:
www.Section508.gov/.

25. Data Universal Numbering System (DUNS) Number: 78-376-5373

26. Contractor is registered in Central Contractor Registration (CCR), CAGE/NCAGE Number: 1UP68

PCI Communications Inc. Price List

| Labor | Rate | Unit |
|---|------------|------|
| Administrative Support | \$73.30 | Hour |
| Audio Engineer - Event | \$671.88 | Day |
| Audio Engineer (Video Production) | \$465.36 | Hour |
| Camera Operator - Event | \$671.88 | Day |
| Copy Editor | \$83.07 | Hour |
| Creative Director (Event) | \$783.76 | Day |
| Director Project Management | \$166.14 | Hour |
| Directory of Photography | \$612.31 | Day |
| Editor / Post-Producer | \$636.81 | Day |
| Event Coordinator | \$391.88 | Day |
| Executive Producer (Event) | \$1,224.63 | Day |
| Executive Producer/Director (Event Video) | \$832.75 | Day |
| Gaffer | \$465.36 | Day |
| Graphic Artist (CAD - Room Layout) | \$73.48 | Hour |
| Graphic Artist (Design) | \$122.46 | Hour |
| Graphic Artist (Power Point Prod) | \$73.48 | Hour |
| Graphic Designer / Operator, Sr. | \$636.81 | Day |
| Graphic Designer I | \$102.61 | Hour |
| Graphic Designer II | \$122.16 | Hour |
| Graphic Designer III | \$136.82 | Hour |
| Graphics Operator - Event | \$635.23 | Day |
| Grip | \$458.10 | Day |
| Lighting Director - Event | \$794.04 | Day |
| Makeup Artist | \$440.87 | Day |
| Presentation/Media Training | \$3,420.46 | Day |
| Producer (Event) | \$636.81 | Day |
| Production Assistant (Event) | \$342.90 | Day |
| Production Assistant (Video Production) | \$244.93 | Day |
| Production Coordinator | \$899.09 | Day |
| Production Coordinator (Event) | \$391.88 | Day |
| Production Coordinator (Video Production) | \$313.50 | Day |
| Production Manager | \$587.82 | Day |
| Project Manager I | \$117.27 | Hour |
| Project Manager II | \$131.93 | Hour |
| Project Manager III | \$146.59 | Hour |
| Projectionist - Event | \$671.88 | Day |
| Senior Writer/Strategist | \$219.89 | Hour |
| Stage Manager | \$702.42 | Day |
| Still Photographer | \$1,221.59 | Day |

| | | |
|---------------------------------------|------------|------|
| Still Photographer Sr. | \$3,053.98 | Day |
| Teleprompter Op (w/eqt) | \$671.88 | Day |
| Vice President, Production | \$239.43 | Hour |
| Writer (Principal) | \$289.01 | Hour |
| Writer Strategist I | \$127.05 | Hour |
| Writer Strategist II | \$166.14 | Hour |
| Writer, Senior (Video Pre-Production) | \$244.93 | Hour |

| ODC's | Rate | Unit |
|---|--------------|-----------------|
| Audio Package | \$244.32 | Day |
| Audio Package (On-site Video Production) | \$146.59 | Day |
| B Camera Package | \$781.82 | Day |
| Camera Package (On-site Video Production) | \$635.23 | Day |
| Camera Package (Video Production) | \$781.82 | Day |
| CD-R Blank Stock | \$0.34 | each |
| CD-ROM Duplication: with full color printing | \$3.13 | each |
| DLT Archive | \$58.64 | Tape |
| DV Camera Package | \$488.64 | Day |
| DVD Duplication: Dual Layered DVD-R with full color printing | \$7.56 | each |
| DVD Duplication: DVD-R with full color printing | \$6.30 | each |
| DVD-R Blank Stock | \$0.33 | each |
| DVD/CD -ROM Duplication: Paper Sleeve | \$0.11 | each |
| DVD/CD-ROM Duplication: Clamshell Case | \$0.36 | each |
| General Session Audiovisual Production, including audio, lighting, video, stage, labor, shipping | \$150,915.44 | each |
| Hotel ballroom rental | \$20,150.00 | day |
| Laser Printer | \$146.59 | Day |
| Lighting/Grip Package | \$244.32 | Day |
| Music - stock | \$244.32 | Cut |
| Off Line Edit Suite | \$488.64 | Day |
| On-Line AVID suite w/ 3D (On-Site Video Post Production) | \$4,397.74 | Week |
| On-Line AVID suite w/ 3D (Video Post Production) | \$1,368.19 | Day |
| Online Conference Registration, including 2000 registrations, 2000 financial transactions, annual license, PayPal service | \$7,959.25 | year |
| Personal webinar service, 1 month | \$99.75 | month |
| Pipe & Drape: Sandbag rental | \$3.03 | each per day |
| Pipe & Drape rental: Banjo Drape 10' high, tools, installation | \$80.60 | section per day |
| Pipe & Drape rental: Black Crushed Velvet 18' high, tools, installation | \$181.35 | section per day |
| Printing: 20 panel brochure, 37 1/2 x 8 1/2 folded to 3 1/2 x 8 1/2, 70# gloss text, 5/5 Process, wrapped in 50s | \$92,226.07 | 1,000,000 units |
| Printing: 8 panel brochure, 14 7/8 x 8 1/2 folded to 3 3/4 x 8 1/2, 100# gloss text, 5/5 Process, wrapped in 50s | \$37,409.83 | 500,000 units |

| | | |
|---|----------|------|
| Stock Photography | \$244.32 | Unit |
| Tape Stock - Beta | \$43.98 | Unit |
| Tape Stock - DV | \$39.09 | Tape |
| Transcription service | \$6.55 | page |
| VHS Duplication | \$4.89 | Tape |
| Videotape Stock: Panasonic J-P66M DVC PRO 66-minute length | \$13.60 | tape |
| Videotape Stock: Sony BCT-10M SP Betacam, 10 -minute length | \$8.22 | tape |
| Videotape Stock: Sony BCT-30M SP Betacam, 30 -minute length | \$8.89 | tape |
| Zip Disks | \$24.43 | Disk |



PCI Communications

Advertising and Integrated Marketing Solutions

PCI Communications, Inc. is one of the nation's leading suppliers of creative communications strategies and services. Since its founding in 1985, PCI has served an impressive variety of corporate, association, and government clients with a particularly inventive brand of products and solutions from its Washington, DC-area headquarters.

PCI is a communications problem-solver. PCI offers strategies — analysis, recommendations, best practices, campaign plans, market research, and counsel — plus tactical solutions in the form of high quality video and film, live events, print materials, print, electronic and web design, training, and coaching, all under the same roof.

Please visit our website at www.pcicom.com.

PCI offers GSA Advertising & Integrated Marketing Solutions (AIMS) users:

- **Insightful, creative, and highly effective ways of achieving marketing, media, and communications objectives.** PCI's solutions are unusual and inventive — sure to catch the attention and sustain the interest of information-overloaded citizens and constituents. But PCI is also supremely sensitive to the unique culture and circumstances of each communications challenge. And while we strive for consistent quality, we are equally attuned to value and cost-efficiency. PCI's focus is results — change and action stimulated by carefully crafted and executed communications strategies and products. PCI has won over 100 industry awards for its creative productions.
- **A virtually unlimited array of high-quality traditional and “new media” deliverables.** From press releases to e-brochures, focus groups to digicards, videotapes to database-driven websites, presentation coaching to large-scale events, PCI has the capability to create almost any communications medium.
- **Vast experience in external and internal organizational communications.** PCI's sole focus is

3015 Calvin Street
Alexandria, VA 22314
(P) 703.823.1600
(F) 703.823.1694

18 East 16th Street, Suite 308
New York, NY 10003
(P) 212.206.1600
(F) 212.206.1642



3015 Calvin Street
Alexandria, VA 22314
(P) 703.823.1600
(F) 703.823.1694

18 East 16th Street, Suite 308
New York, NY 10003
(P) 212.206.1600
(F) 212.206.1642

communications— and it has partnered with the nation's most respected corporations, trade associations, and government agencies. This experience enables PCI to apply best practices across industries and domains, while understanding the important differences between public, not-for-profit, and private concerns.

- **Comprehensive communications services from a single source.** PCI can provide integrated campaigns designed to meet almost any communications need — and supply almost all of the services in house, with one point-of-contact for clients.
- **Unsurpassed responsiveness.** PCI's goal — and one of our most proud accomplishments — is to provide the highest degree of customer responsiveness of any vendor in any service area. PCI is large enough to provide support for large-scale projects, and small enough that every project receives careful focus and attention. PCI Communications appreciates the exacting requirements of government agencies. We deliver industry-best services and products at highly competitive prices, with an enviable record for on-time or early delivery.

Scope of Work

PCI Communications understands the rapid change and myriad challenges facing virtually every federal agency. When it comes to public outreach, organizational optimization, service improvement, customer focus, leadership effectiveness, and other challenges, our communications strategies and services are a way to get the job done. We will work closely with our clients and their technical personnel to fulfill any and all tasks outlined in the GSA Advertising & Integrated Marketing Solutions (AIMS) Scope of Work.

PCI will propose solutions to meet any stated requirements, and provide expert advice and professional services, for any agencies seeking communications assistance. PCI's services may include videotape and film production, radio and television advertising, commercial art/graphic design, website and electronic graphics, conferences and events planning and management, market research, public communications, presentation support, and leadership development. We understand that PCI is required to furnish all equipment, labor, supplies, and supervision, and



3015 Colvin Street
Alexandria, VA 22314
(P) 703.823.1600
(F) 703.823.1694

18 East 16th Street, Suite 308
New York, NY 10003
(P) 212.206.1600
(F) 212.206.1642

perform all operations necessary to successfully complete these services.

The following are examples of tasks that may be performed under each Special Item Number (SIN). These are examples only and are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule. Examples include but are not limited to the following:

SIN 541-4D Conference, Events and Tradeshow Planning Services

PCI provides live event services of extraordinary completeness and reliability. Our staff has the consultative ability to help clients define and detail the goals, agenda, format, deliverables, theme, look and feel, and budget of a conference, event, or trade show exhibit. We also can execute the complex technical requirements of a modern multimedia event — removing the burden of management from our clients, while creating a dramatic and compelling production in support of clients' unique communication goals.

SIN 541-4F Commercial Art and Graphic Design Services

PCI has complete capability for execution of top-quality traditional or electronic art and graphics. PCI understands not only the technical requirements of designs intended for full-color print, presentation support, or online delivery — but also the absolute requirement that style, concept, and precision meet the communications requirements of each individual piece or project. From registration brochures to multimedia CD-ROMs, PCI's graphics set a high standard of design excellence and superior results.

PCI Communications offers GSA users 541-4B Video/Film Production and 541-5 Integrated Marketing Services under its GS-23F-0008M contract.